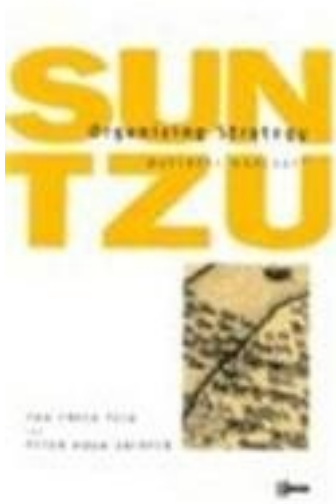


Organising Strategy



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出版者:Butterworth-Heinemann

出版时间:1995-03-17

装帧:Hardcover

isbn:9780409996838

This work relates metaphorically relevant segments of a 2,500-year-old classic Sun Tzu's "Art of War" to insights gained through statistical analyses of a corporate database built through capturing CEO's perceptions of strategy processes within major publicly-listed ASEAN corporations (Singapore, Malaysia, Thailand, Philippines and Indonesia). This research work has captured widespread press attention across the ASEAN countries including Korea Times. The entire research process of documenting the strategy processes in ASEAN corporations and integrating empirical findings with Sun Tzu's classic text took the authors about 7 years. Through analogy, the authors seek to record in their book, how Sun Tzu's prescriptions on strategy are largely borne out in their empirical research of strategy processes within the major, publicly listed corporations within ASEAN: currently the world's most successful economic region. This book is especially relevant to world management now that China - where Sun Tzu continues to be very much revered - is on the path to become by the 21st century, the world's largest economy.

作者介绍:

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